



For Immediate Release:

March 9, 2010

Media Contact:

David Neville

Tobacco Prevention and Control Program

(o) 801-538-6917 (c) 801-386-1316

News Release

R U Ready 2 Quit?

New Texting Campaign to Help Utahns Quit Tobacco

(SALT LAKE CITY) – In an effort to make quitting tobacco a little easier, the Utah Department of Health (UDOH) Tobacco Prevention and Control Program (TPCP) is launching the “Text2Quit” campaign – a text messaging service that offers Utahns daily tips to help get them through the quitting process.

By simply texting TRUTH1 to 83043, Utahns will receive two quit tips a day on their cell phones for 21 days. The service is confidential and anyone can use it. The only requirement is that users text answers to a few simple questions regarding their age, gender and ZIP code.

“People’s lives are busy, so we wanted to offer a convenient resource to anyone trying to quit tobacco,” said David Neville, TPCP spokesperson. “Eighty percent of smokers say they want to quit, and most of them have cell phones. Texting tips right to those phones is one more great resource.”

Messages contain a mix of information and motivation to encourage and help keep confidence high. Tips for quitting include:

- **Tip #2:** Make sure you prepare your mind to quit. Say it out loud: "I am a non-smoker" or "No thanks. I don't smoke." You can do this.
- **Tip #8:** Myth: Smoking helps U concentrate. Nah, it’s a drug. Smoking makes U concentrate on the next smoke, not what you’re doing.
- **Tip #13:** Celebrate at the end of each day quit. Soak up the triumph and be proud to be smoke-free. Watch a movie, reward yourself. You can do this.

-More-

- **Tip #18:** Feel your health improving? Your lungs are becoming clear, your skin is fresher, your hair is shinier. Keep going, more benefits to come.
- **Tip #20:** Keep up your motivation and do something you've always wanted to do. Start a new project, plan a trip, take up the guitar, join a gym.

The new service is available to all cellular networks. Standard text messaging fees apply.

More free and confidential quit resources include the Utah Tobacco Quit Line at 1.888.567.TRUTH and Utah QuitNet at www.UtahQuitNet.com.

#

The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.